

AGRICULTURAL LITERACY FOR MISSOURI

Contest

2004-2005

GUIDELINES

SPONSORED BY:

Bank Midwest, N.A.
and
The Missouri Department of Agriculture

PURPOSE:

In 1998, educators, legislators, farmers and agribusiness leaders from all regions of Missouri met to “Reinvent Agricultural Education for the Year 2020.” They identified five trends that would impact the agricultural industry over the next 30 years. One of those trends was “declining public understanding of agriculture and food, fiber and natural resource systems.” The group then used those trends to set visions and goals for the future. A recurring theme in those visions and goals can be summed up as agricultural literacy, or informing the general public about the impact of agriculture on our daily lives. FFA chapters play an important role as leaders in their communities and are in an ideal position to serve as “voices of agriculture,” communicating the importance of agriculture.

The purpose of this contest is to encourage agricultural education programs to include agricultural outreach activities as an integral part of their program throughout the year.

OBJECTIVES:

- To increase agricultural literacy activities by Missouri FFA chapters.
- To increase public understanding of agriculture, food, fiber, and natural resource systems.
- To develop and demonstrate communication and organizational skills of students.
- To develop student interest in providing leadership for agricultural issues.

FORMAT:

Chapters should submit a portfolio (a three-ring binder or something similar is suggested) documenting in text, photos and supporting materials their agricultural outreach activities involving their school and community covering the time period between March 2, 2004, and February 28, 2005.

Examples include, but are not limited to, activities such as:

Food for America

Project PALS

Missouri Day

National Farm-City Week

Missouri Products Week

National FFA Week

National Agriculture Week

Earth Day

Local events

Activities that complement elementary lesson plans, such as plants, life cycles, nutrition, careers, etc.

REQUIRED INFORMATION:

1. A cover page that includes
 - Chapter name
 - Name, address and telephone number of school
 - Advisor's name
 - Advisor's e-mail address
2. Reason for activity
3. Subject
4. Date
5. Target audience (note specific category)
 - a. Pre-kindergarten and kindergarten students
 - b. First through third grade students
 - c. Fourth through sixth grade students
 - d. Adult community groups
6. Number of people reached
7. Is this a new activity/event?
8. Copy of script/talking points/outline (if applicable)
9. List of Missouri Show-Me Standards addressed (if applicable)
10. List of materials used
11. List of references and credit for material used (if applicable)

DEADLINE:

Entries must be postmarked by Tuesday, March 1, 2005.

Please submit to: Marla Young
Missouri Department of Agriculture
P.O. Box 630
1616 Missouri Boulevard
Jefferson City, MO 65102

NOTE: An e-mail confirmation will be sent to the advisor upon receipt of the application. If confirmation is not received within a reasonable amount of time, please contact the department.

SCORING:

Total point value of the contest is 200 points. Please see attached Judging Criteria.

AWARDS:

This is a statewide contest, with no area or district competitions. Three places will be awarded. The first place team will receive \$400 for their chapter; second, \$300; third, \$200. The awards will be presented to a representative of each chapter at the State FFA Convention in April 2005. All entries will be on display at the convention and may be taken home by the chapter.

If you have any questions regarding the contest or guidelines, please contact Marla Young at (573) 751-2670 or Marla.Young@mda.mo.gov.

JUDGING CRITERIA:

Format and General Organization of Portfolio

(50 points): Is the requested information (page 3 of the guidelines) included on the cover page and for each activity/event? Is the information neatly presented in an orderly fashion? Does the information adequately present the activity/event?

Content

(50 points): Do the activities or events teach something valuable about agriculture? Is the information accurate? What is the effort extended for each activity?

Themes

(50 points): What are the themes of activities and events? Is the chapter looking for new opportunities to present information about agriculture?

Usability/Appropriate to Audience

(50 points): Are the subject and activities appropriate for the stated target audience? Do they show creativity? Is proper credit given for borrowed resources?